

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
FLORIDA	12,937,926	15,982,378	16,959,416	18,607,894
MEDIAN AGE (YRS)		38.7	39.6	41.1
FORT MYERS, FL	335,113	440,888	477,807	539,049
MEDIAN AGE (YRS)		45.2	46.2	47.7
HISPANICS (ANY RACE)		42,042	48,634	59,807
STATE'S PERCENTAGE		9.54%	10.18%	11.09%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		386,598	417,485	468,369
MSA'S PERCENTAGE		87.69	94.69	106.23
MEDIAN AGE (YRS)		48.3	49.3	50.9
BLACK/AFRICAN-AMERICAN		29,035	31,487	35,133
MSA'S PERCENTAGE		6.59	7.14	7.97
MEDIAN AGE (YRS)		26.8	26.9	27.6
AMERICAN INDIAN/NATIVE		1,248	1,392	1,732
MSA'S PERCENTAGE		0.28	0.32	0.39
MEDIAN AGE (YRS)		33.1	33.1	32.9
ASIAN		3,400	3,873	4,717
MSA'S PERCENTAGE		0.77	0.88	1.07
MEDIAN AGE (YRS)		37.2	37.5	38.6
HAWAII/PACIFIC ISLANDER		209	221	283
MSA'S PERCENTAGE		0.05	0.05	0.06
MEDIAN AGE (YRS)		30.0	29.7	30.3
OTHER		13,545	15,830	19,708
MSA'S PERCENTAGE		3.07	3.59	4.47
MEDIAN AGE (YRS)		24.7	25.9	27.3
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN		----	198,272	219,864
SUBURBAN		----	255,668	291,655
RURAL		----	23,867	27,530

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$43,716	-----	
PER CAPITA	\$26,194	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$7,883,466,000	\$10,675,182,000	35.41%
FOOD AT HOME TOTAL	\$922,932,700	\$1,146,821,700	24.26%
FOOD AWAY FROM HOME TOTAL	\$801,172,900	\$1,072,876,700	33.91%
FOOD AS % OF TOTAL EXPENDITURES	21.87%	20.79%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$182,803,300	\$229,509,900	25.55%
FISH & SEAFOOD PRODUCTS	\$17,582,000	\$21,758,400	23.75%
FRUITS & VEGETABLES	\$106,562,400	\$130,088,500	22.08%
DAIRY PRODUCTS	\$101,954,700	\$126,445,300	24.02%
BAKERY PRODUCTS	\$100,933,000	\$121,521,500	20.40%
CEREALS & PRODUCTS	\$47,904,800	\$60,966,100	27.27%
PREPARED FOODS	\$148,204,700	\$185,605,800	25.24%
JUICES	\$23,635,900	\$29,189,600	23.50%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$55,402,800	\$82,562,400	49.02%
FAST FOOD	\$22,932,200	\$33,386,000	45.59%
FULL SERVICE	\$32,470,600	\$49,176,400	51.45%
LUNCH	\$196,899,600	\$263,976,400	34.07%
FAST FOOD	\$113,102,400	\$148,860,100	31.62%
FULL SERVICE	\$83,797,100	\$115,116,300	37.38%
DINNER	\$287,468,900	\$393,813,200	36.99%
FAST FOOD	\$110,232,500	\$145,927,300	32.38%
FULL SERVICE	\$177,236,400	\$247,885,800	39.86%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$888	\$977	10.02%
POULTRY	\$244	\$269	10.25%
EGGS	\$45	\$48	6.67%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$41	\$44	7.32%
FROZEN	\$28	\$32	14.29%
CANNED	\$17	\$17	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$339	\$365	7.67%
CANNED	\$95	\$105	10.53%
FROZEN	\$60	\$61	1.67%
OTHER	\$24	\$22	-8.33%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$156	\$168	7.69%
CHEESE	\$133	\$137	3.01%
ICE CREAM	\$83	\$90	8.43%
BUTTER / MARGARINE	\$38	\$46	21.05%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$377	\$399	5.84%
COOKIES	\$72	\$76	5.56%
CRACKERS	\$41	\$43	4.88%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$132	\$141	6.82%
PASTA PRODUCTS	\$39	\$45	15.38%
FLOUR & MIXES	\$43	\$51	18.60%
RICE	\$19	\$23	21.05%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$117	\$136	16.24%
JUICES	\$115	\$124	7.83%
FROZEN/PREP. OTHER	\$88	\$102	15.91%
SOUPS	\$61	\$71	16.39%
SAUCES & GRAVIES	\$57	\$56	-1.75%
BABY FOOD	\$36	\$39	8.33%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$34	\$37	8.82%
SALADS	\$24	\$28	16.67%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch